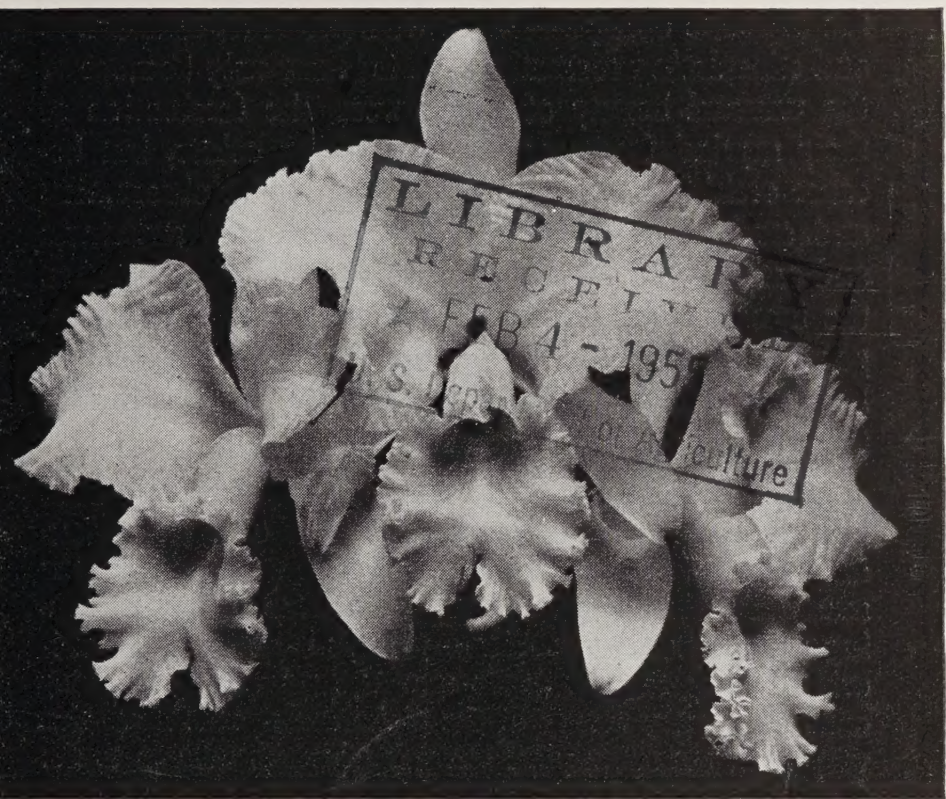


THE
American Orchid Society, INC.
cordially invites you to



Grow Orchids
as a Hobby!

Orchids as a Hobby!

WHETHER or not you have ever been interested in horticulture before, you will find the growing of orchids a delightful hobby — some say the ultimate hobby! — filled with pleasure, satisfaction and stimulating recreation. This is not only because of the unusual beauty of the flowers, the fascination of their myriad forms and breath-taking colors, but because orchids offer unsurpassed interest for observation and study, due to their highly specialized structures and remarkable adaptation to their environment and to the insect world. Orchid growing is a hobby that engages not only the mind, but equally occupies the hands, providing an absorbing activity which is healthful and truly recreative of mind and body.

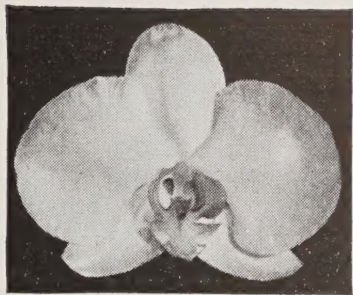
Many who might easily take up orchid culture have been deterred from the attempt because of the mistaken idea that their culture is difficult. While it is true that one must learn their requirements — as is true of any gardening pursuit or most hobbies — yet this is not difficult, as is evidenced by the thousands now enthusiastically growing orchids in every corner of the globe under conditions that vary from the subtropical warmth of South Florida to the frigid climate of Alaska and Iceland.

The basic information on culture is readily obtained from the many books, periodicals and miscellaneous pamphlets now available. The American Orchid Society and more than forty affiliated local societies are a constant source of advice. Particularly valuable in aiding the novice is the American Orchid Society Bulletin, published each month with 64 to 72 fact-filled, illustrated pages.



CYPRIPEDIUM

While orchid growing is generally thought of as a form of "greenhouse gardening," it is not at all necessary for the beginning hobbyist to invest in expensive equipment. Much interest and satisfaction can be derived by growing orchids indoors in a glass case or "orchidarium" which can be built



PHALAENOPSIS

at home with little expenditure of money and effort. Such orchidariums may be purchased at moderate cost. It is possible to grow many kinds of tropical orchids in a conservatory or on a sun porch, or even in a well-planned window garden. In warmer regions such as Florida, Southern California and Hawaii, tropical orchids can be grown outdoors, and in colder climates many of our wild native orchids can be made to succeed outdoors in a wildflower garden. Of course in most sections of the country a small greenhouse, either attached to the home or otherwise, affords better conditions for the successful growth of a much wider range of orchid varieties. The cost is small in comparison to the satisfaction received, and most hobbyists eventually build such a structure.

The beginning orchid hobbyist is offered an unlimited selection of plants from which to choose. The Orchid Family is large and varied, containing an estimated 15,000 different kinds in nature. There are an equal number of man-made hybrids and the breeding of orchids continues at an increasing pace. This infinite variation guarantees that there is no end to the interest these plants hold.

Out of this treasure chest the orchid grower can select plants to meet his fancy, his conditions and his pocketbook. The prices of a few ultra-fine plants, possessing special qualities sought by breeders and connoisseurs, sometimes have run into rather fancy figures. The average price of good orchid hybrids, however, comes well within the means of the moderate income hobbyist and there is a very large number of beautiful species which are quite inexpensive.

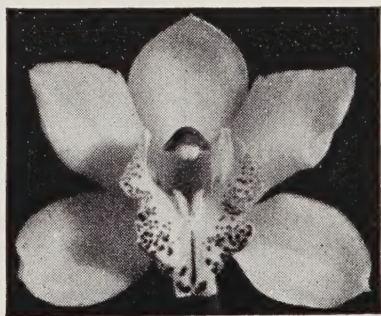
The kind of orchids selected by the novice will depend on his locality. Vandas, Dendrobiums, Phalaenopsis and other warm-type orchids do especially well in Florida, Hawaii and many parts of the South. In Southern California, Cymbidiums rank high in popularity, while Cypripediums are steadily increasing in favor in all sections of the country. In cooler areas, Odontoglossums and Miltonias do especially well. The most widely grown orchid is the Cattleya (see Cover picture) of which there are varieties suitable to almost any cultural conditions.

The germination of orchid seed and the culture of seedlings, a process not unlike the culture of bacteria and molds, is frequently the initial interest of some orchid hobbyists, appealing particularly to doctors, chemists and other professional people whose vocations require a knowledge of chemistry and biochemical techniques — yet many housewives sow orchid seed in their own kitchens!

Mechanically minded persons will find that orchid growing can be made a “gadget” hobby, with chance for ceaseless application of ingenuity in developing apparatus, equipment and techniques of their own. And for those who are adept with the sketch pad, paint brush or camera, there is no better subject than an orchid plant of their own in bloom.

Perhaps the most enriching aspect of all is the many interesting people with whom one forms friendships, for orchids appeal especially to people with discriminating taste and fine sensibilities. Visiting with others who are growing orchids constitutes one of the pleasantest things connected with their culture.

To obtain the full measure of enjoyment from this hobby, you should join the American Orchid Society and the local affiliated society, if there is one in your neighborhood. Both will welcome you as a new convert; both stand ready to help and guide you in getting maximum joy and recreation from orchids as a hobby.



CYMBIDIUM

AMERICAN ORCHID SOCIETY, INC.
BOTANICAL MUSEUM OF HARVARD UNIVERSITY
CAMBRIDGE 38, MASSACHUSETTS

Gentlemen:

- ☐ Please send me the address of the local Affiliated Society nearest to my home in
(CITY AND STATE)
- ☐ Please send me a list of recommended books on orchids and orchid culture.
- ☐ Please send me the names and addresses of firms dealing in
- ☐ Greenhouses
- ☐ Orchidariums and indoor orchid cases
- ☐ Please send me a list of commercial dealers in orchid plants who advertise regularly in the American Orchid Society Bulletin.

SIGNED

ADDRESS

.....

-
- ☐ Please note membership application on opposite side.
-

I accept the invitation to become a member of the AMERICAN ORCHID SOCIETY, INC.,
_____and herewith enclose:

☐ \$100 for Life Membership

☐ \$25 for Sustaining Membership

☐ \$7 for annual dues for current year (of which \$5.00 is for a year's subscription to the

AMERICAN ORCHID SOCIETY BULLETIN)

(Check whichever membership is taken)

Membership Year Begins January 1st and Ends December 31st. Back issues of the Bulletin for the membership year are mailed upon member's election.

NAME

PLEASE PRINT

ADDRESS

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Subscription price of the American Orchid Society Bulletin is \$7.00 a year except to active members of the Society. Of the annual membership dues, \$5.00 covers a year's subscription to the Bulletin. Single copies \$1.

Make checks payable to American Orchid Society, Inc. and mail to
**American Orchid Society, Inc., Botanical Museum of Harvard University,
Cambridge 38, Mass.**

The American Orchid Society, Inc.

THE AMERICAN ORCHID SOCIETY, INC., is a non-profit educational and horticultural organization whose basic purpose is to stimulate and develop interest in the culture, improvement, use and conservation of orchids, and whose primary activity is the dissemination of information and assistance to accomplish this aim.

The Society was organized in 1921 by a group of prominent amateur, private and commercial orchid growers, most of whom resided along the eastern seaboard. However, from its inception, membership included prominent orchid people from all over the world.

In June, 1932, the Society, aware of the lack of published information, began issuing a quarterly Bulletin which proved so valuable that in 1940 it was made a monthly publication, with the result that it is now recognized as the leading orchid periodical in the world.

In its more than thirty years of existence, the structure of the Society changed little. After incorporation in 1948, the Board of Trustees was increased in size and the management of the Society placed in the hands of a paid Executive Secretary. The greatest change has been in the size, scope and distribution of the membership itself. From the less than a hundred members in 1921, the membership has increased to over five thousand, with Florida, the West Coast and Hawaii surpassing the Atlantic States in numbers of members. Further, the majority of the membership is no longer wealthy private growers, but embraces business executives, professional people and other discriminating persons of moderate income.

The activities of the Society reflect the changing circumstances. Whereas formerly the quarterly Trustees' meetings were the major function of the Society itself, such meetings now are strictly devoted to the business of guiding the far-flung organization. The Society's chief activity is the monthly Bulletin, whose sixty-four to seventy-two pages are crammed with informative and instructive articles embracing the interests of all orchid growers from the most recent novice to the well-seasoned master.

In addition to the Bulletin the Society biannually publishes a Year Book with a roster of members, as well as occasional books and pamphlets on special phases of orchid interest.

Improvement in the horticultural standards of orchids is assisted in several ways. The Society each year offers a number of silver trophies for the most meritorious orchid exhibits in the country's major flower shows. Here, too, American Orchid Society awards are granted to outstanding plants and flowers by duly Certified Judges. Monthly judging of orchids is conducted at the Society's office in New York City, to which amateurs and commercial growers from any point on the globe may send their flowers for evaluation. In addition, gold medals are occasionally presented to persons who have made noteworthy contributions to the development of orchidology.

Recognizing the need for further investigations and increased knowledge, scientific research is encouraged and supported by means of grants, publication or other means. Close connections are maintained with the country's leading botanical or horticultural institutions whose unstinting cooperation is graciously given.

Because of the broadening of the area of orchid interest, the American Orchid Society fosters the development of local orchid societies, many of which have become Affiliates of the national organization. These local societies, with their periodic meetings, provide helpful, first-hand information through association with other orchid growers facing similar problems of culture under similar conditions. From the pleasure of sharing experiences and knowledge, spring lifetime friendships with persons having like interests.

The central office of the American Orchid Society, located at the Botanical Museum of Harvard University, is a clearing house for orchid activities and orchid information. The staff is always eager to serve, welcoming queries and information alike, to the end that, through cooperation, the wide world of orchids may become a friendly family neighborhood.